



WDAF-TV

## ORDER

Flight Dates 10/16/12-10/22/12

Print Date 10/17/12 Page 1 of 5

**REVISION**

Order Sep 00:15:00

## Product

Oct 16-22, 2012

Estimate # Oct 16-22, 2012

Alt Order #

Contract / Revision 556720 /

Original Date / Revision  
06/25/12 10/16/12

Agency Com 15%

Billing Contact Suzanne Lorimer

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser McCaskill/D/MO/US Senate

1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Demographic A25-54

Rev Codes SP-POL CAN POL

Agency Media Strategies &amp; Research

Buying Contact

Product Codes PL1Bb

Priority DEFAULT

Advertiser Ref

11350 Random Hills Rd  
Suite 670  
Fairfax, VA 22030

Sales Office L-KC

Sales Region LOC

Agency Ref

Primary Account Executive  
Local WDAF House

Account Executive Order% Start Date End Date

Local WDAF House 100%

Jeannie Blau %

Order Share 20% Market Value 222875

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	66862
KCWE	%	0
KMBC	30%	66862
KMCI	%	0
KPXE	%	0
KSHB	20%	44575
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	77	\$37,888.75	\$44,575.00	0.00	10/01/12	10/22/12	77	\$37,888.75	\$44,575.00
Totals	77	\$37,888.75	\$44,575.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	10/16/12	10/22/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	11111--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4				\$200.00		0.00			
		Week: 10/22/12	10/28/12	1-----		1				\$200.00		0.00			
N 2	4	10/16/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	11111--	:30	5	\$300.00	2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4				\$300.00		0.00			
		Week: 10/22/12	10/28/12	1-----		1				\$300.00		0.00			
N 3	4	10/16/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	11111--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4				\$600.00		0.00			



WDAF-TV

Print Date: 10/17/12

Page 2 of 5

Contract / Revision **556720** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/25/12/ 10/16/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 16-22, 2012**

Estimate # **Oct 16-22, 2012**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	4	10/16/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	11111--	:30	5	\$600.00	2	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----			1		\$600.00		0.00			
N 4	4	10/16/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	12221--	:30	8	\$375.00	3	0.00 NM	9	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-2221--			7		\$375.00		0.00			
Week:		10/22/12	10/28/12	2-----			2		\$375.00		0.00			
N 5	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.00	3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-			1		\$300.00		0.00			
N 6	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$300.00	2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1			1		\$300.00		0.00			
N 7	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---1---	:30	1	\$200.00	3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---			1		\$200.00		0.00			
N 8	4	10/17/12	10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	1-1-1--	:30	3	\$100.00	3	0.00 NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1-1--			2		\$100.00		0.00			
Week:		10/22/12	10/28/12	1-----			1		\$100.00		0.00			
N 9	4	10/16/12	10/16/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	-1-----	:30	1	\$100.00	3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----			1		\$100.00		0.00			
N 10	4	10/18/12	10/18/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	---1---	:30	1	\$100.00	3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---			1		\$100.00		0.00			
N 11	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----			1		\$200.00		0.00			
N 12	4	10/16/12	10/16/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	-1-----	:30	1	\$100.00	3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----			1		\$100.00		0.00			
N 13	4	10/19/12	10/19/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	----1--	:30	1	\$100.00	3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--			1		\$100.00		0.00			
N 14	4	10/16/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	11111--	:30	5	\$100.00	3	0.00 NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--			4		\$100.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	4	10/16/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	11111--	:30	5	\$100.00	3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	4	10/15/12-10/21/12	M-F 3-4p			3-4p	-TWThF----	:30		<del>(\$100.00)</del>		0.00	NM		
		See MG 14.6 [Program Change]													
6	4	10/16/12-10/16/12	M-F 3-4p			3-4p	-T-----	:30		\$100.00		0.00	NM		
		Ⓜ MG for 14.2 10/17													
	Week:	10/22/12	10/28/12	1-----		1				\$100.00		0.00			
N 15	4	10/16/12	10/22/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	11111--	:30	5	\$250.00	3	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	4	10/15/12-10/21/12	M-F 4-5p			4-5p	-TWThF----	:30		<del>(\$250.00)</del>		0.00	NM		
		See MG 15.7 [Program Change]													
7	4	10/19/12-10/19/12	M-F 4-5p			4-5p	-----F----	:30		\$250.00		0.00	NM		
		Ⓜ MG for 15.2 10/17													
	Week:	10/22/12	10/28/12	2-----		2				\$250.00		0.00			
N 16	4	10/16/12	10/22/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	11111--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	4	10/15/12-10/21/12	M-F 5-6p			5-6p	-TWThF----	:30		<del>(\$600.00)</del>		0.00	NM		
		See MG 16.6 [Program Change]													
6	4	10/18/12-10/18/12	M-F 5-6p			5-6p	---Th-----	:30		\$600.00		0.00	NM		
		Ⓜ MG for 16.2 10/17													
	Week:	10/22/12	10/28/12	1-----		1				\$600.00		0.00			
N 17	4	10/16/12	10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	11111--	:30	5	\$900.00	2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4				\$900.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$900.00		0.00			
N 20	4	10/16/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	11111--	:30	5	\$2,200.00	2	0.00	NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4				\$2,200.00		0.00			



WDAF-TV

Print Date: 10/17/12

Page 4 of 5

Contract / Revision **556720** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/25/12/ 10/16/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 16-22, 2012**Estimate # **Oct 16-22, 2012**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	4	10/16/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	11111--	:30	5	\$2,200.00	2	0.00	NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1111--	4		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	4	10/15/12-10/21/12		M-F 630-7p	630-7p		-TWThF----	:30	(\$2,200.00)	0.00	NM				
See MG 20.6,20.7 [na due postseason bb]															
4	4	10/15/12-10/21/12		M-F 630-7p	630-7p		-TWThF----	:30	(\$2,200.00)	0.00	NM				
See MG 20.6,20.7 [na due postseason bb]															
6	4	10/16/12-10/17/12		M-F 630-7p	630-7p		-TW-----	:30	\$2,200.00	0.00	NM				
Ⓜ MG for 20.4,20.3															
7	4	10/16/12-10/17/12		M-F 630-7p	630-7p		-TW-----	:30	\$2,200.00	0.00	NM				
Ⓜ MG for 20.4,20.3															
Week:		10/22/12	10/28/12	1-----	1		\$2,200.00		0.00						
N21	4	10/16/12	10/17/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	-11----	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-11----	2		\$800.00		0.00						
N22	4	10/16/12	10/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-11----	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-11----	2		\$800.00		0.00						
N23	4	10/16/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	11111--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1111--	4		\$400.00		0.00						
Week:		10/22/12	10/28/12	1-----	1		\$400.00		0.00						
N24	4	10/21/12	10/21/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----1	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$800.00		0.00						
N25	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----1	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$800.00		0.00						
N26	4	10/21/12	10/21/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----1	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$400.00		0.00						
N27	4	10/17/12	10/17/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	--W----	:30	1	\$1,400.00	2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/15/12-10/21/12		MLB Championship Series	3p-CC		--W-----	:30	\$2,200.00	0.00	NM				
N28	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$1,400.00	2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,400.00		0.00						



WDAF-TV

Print Date: 10/17/12

Page 5 of 5

Contract / Revision **556720** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/25/12/ 10/16/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 16-22, 2012**Estimate # **Oct 16-22, 2012**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N28	4	10/18/12	10/18/12	MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$1,400.00	2	0.00 NM	1	\$2,200.00	
				MLB Championship Series											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/15/12-10/21/12		MLB Championship Series	3p-CC		---Th-----	:30	\$2,200.00	0.00	NM				
N29	4	10/21/12	10/21/12	NFL Early Game	CM-All	12p-CC	-----S	:30	1	\$1,900.00	1	0.00 NM	1	\$1,900.00	
				NFL on FOX 12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,900.00		0.00						
N30	4	10/16/12	10/19/12	M-F 6-7a	CM-All	6-7a	-TWTF--	:30	1	\$0.00	VIP	0.00 NM	1	\$0.00	
				M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	1		\$0.00		0.00						
													Totals	77	\$44,575.00